

# **SERVICE QUALITY AND CONSUMER BEHAVIOUR OF THE FANS IN TURKISH FOOTBALL**

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## **INTRODUCTION**

Sport clubs are businesses that serve to the fans and fans are customers who consume the services in the industrial football world. Fans' behaviours are effected from emotional factors heavily. Moreover rational factors gain importance in the last ten years. As a result of these rational factors, fans evaluate the quality of the services and react by not attending to the games, not buying merchandising goods or criticizing the management on

several platforms. These criticisms frustrate and step down the club managers. Therefore club managers should question the fans' expectations and satisfaction levels regarding to the actual services.

There is big difference between the clubs of Turkish Super League in management manner. Three of Istanbul clubs are managed more professionally then the others. It is exactly seen at the budgets, number of the fans, value of the squads and management applications. As a result only 4 teams have won the title in the history of Turkish League. Three of the winners are these Istanbul teams; Beşiktaş, Fenerbahçe and Galatasaray. Trabzonspor is the other team which has been proud of Anatolian teams.

In this study, it is aimed to examine the expectations and satisfaction levels of the fans of three biggest clubs regarding to the given services.

## **METHODS**

There are many scales to measure service quality. Some of these scales are used in general, additionally some of them are used specifically in sports. Most of the scales developed for sport industry have fewer items. Therefore we didn't prefer them to use in this study. Moreover, our aim to adapt the business management tools to the sports has directed us to the "Servqual" as measurement tool. "Servqual" has already been used in many studies in the field of sports. For instance, Milne and McDonald give a sample of the tool which is used on Orlando Magic fans in "Sports Marketing" book. There are five dimensions of the scale such as tangibles, reliability, responsiveness, assurance and empathy. It is evaluated according to these dimensions and total. In this study total score will be main data for analysis. In addition to "Servqual", there is another questionnaire with 16 items to evaluate the outcomes of the fan satisfaction with consumption for the tickets and the licensed products, attendance to the matches etc. Participants are divided into three groups: Fenerbahçe, Galatasaray and Beşiktaş fans. It is targeted to have at least 500 participants per club. ANOVA will be used to test the difference between the club fans. Correlation analyze will be made to see the relationship between the satisfaction level and consumption for the tickets and licensed products. SPSS for Windows will be used for all analyzes.

## **RESULTS**

The questionnaires have been replying by the participants. Results are not ready to show at the time due to the big number of the participants.

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